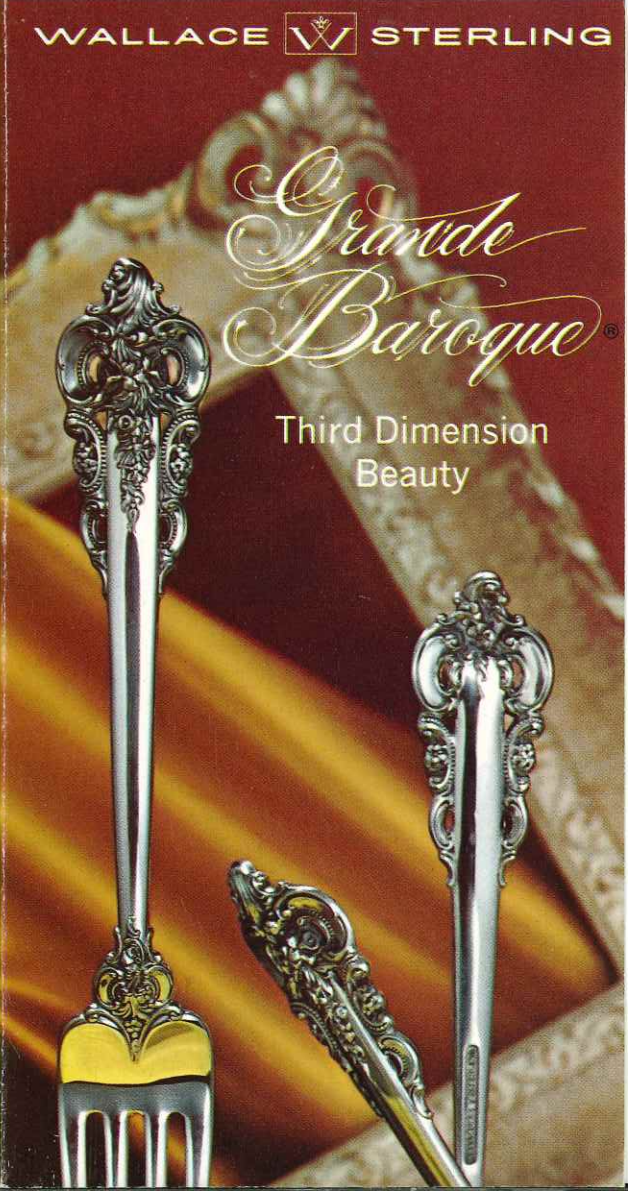
WALLACE STERLING

Grande Baroque®

Third Dimension Beauty



Selecting Your Sterling

Is all sterling alike? How can you choose the best?

By law, all sterling is equally pure in silver content. But there is a difference.

The value of the brandname begins on the drawing board. From the wide selection of styles, find the design that is most beautiful to your eye. You are looking for the pattern you can live with happily ever after.

Next, examine the execution of the design — the workmanship. Where others may compromise, the fine handwork in a Wallace pattern is evident in the depth of design, the sharp detail, the beautiful clarity.

Now hold the silver in your hand—the knife, fork and teaspoon, and other pieces too. Be sure they are comfortable to handle, to use—satisfying in size, weight and balance.

Compare, and you will know the significance of the Wallace W on the back of every piece. With a heritage begun in 1835, it means the very finest. Yes, there is a difference in sterling. See for yourself.

Front Side Back

THIRD DIMENSION BEAUTY STERLING

is sterling sculptured in the round. Flatware that is not flat, but full-formed. To appreciate its extra delights, turn a Wallace pattern in your hand and discover how beautiful it is from every angle. As your pleasure in it grows, how glad you will be that, at this decisive moment, you selected a Wallace pattern meant for you.

A—Shenandoah

B—Grand Colonial
C—Meadow Rose
D—Rose Point
E—Stradivari

F—Debutante
G—Royal Rose

H—Sir Christopher
I—Spanish Lace
J—Dawn Mist
K—Evening Mist

L—Royal Satin

M—Grande Baroque
N—Romance of the Sea

WALLACE STERLING . . . *grows more beautiful with use*

	Grand Colonial Meadow Rose Rose Point Shenandoah Stradivari	Debutante	Royal Rose Spanish Lace	Dawn Mist Evening Mist Royal Satin Sir Christopher	Grande Baroque	Romance of the Sea
PLACE SETTING PIECES						
Teaspoon	$ 8.00	$ 8.50	$ 9.25	$ 9.50	$ 9.75	$10.75
Place Knife, HH	10.75	11.25	11.25	11.50	12.25	12.50
Place Fork	12.25	13.25	14.25	14.25	14.75	15.75
Place Knife (Large), HH	12.50	.....	.....	13.75[10]	14.50	15.00
Place Fork (Large)	16.75	.....	.....	19.50[10]	20.00	20.75
Salad or Pastry Fork	10.00	10.50	11.00	11.25	11.75	13.00
Place Spoon	10.00[4]	10.50	11.00	11.25[11]	.....	.....
Cream Soup Spoon	10.00[5]	.....	.....	11.25[10]	11.75	13.00
Spreader, FH	7.50[1]	.....	.....	.....	8.25	.....
Spreader (Hostess Knife), HH	7.50	8.00	8.25	8.25	8.25	8.50
Place Knife, PG	12.00[2]	.....	.....	.....	.....	.....
Place Knife (Large), PG	14.25[2]	.....	.....	.....	.....	.....
PLACE SETTINGS						
3-Pc. Setting*	31.00	33.00	34.75	35.25	36.75	39.00
4-Pc. Setting●	41.00	43.50	45.75	46.50	48.50	52.00
5-Pc. Setting▲	51.00	54.00	56.75	57.75	60.25	65.00
6-Pc. Setting†	58.50	62.00	65.00	66.00	68.50	73.50
4-Pc. Setting (PG Knife)●	42.25[2]	.....	.....	.....	.....	.....
5-Pc. Setting (PG Knife)▲	52.25[2]	.....	.....	.....	.....	.....
6-Pc. Setting (PG Knife)†	59.75[2]	.....	.....	.....	.....	.....
PLACE SETTING (Large)						
4-Pc. Setting●	47.25	.....	.....	54.00[10]	56.00	59.50
5-Pc. Setting▲	57.25	.....	.....	65.25[10]	67.75	72.50
6-Pc. Setting†	64.75	.....	.....	73.50[10]	76.00	81.00
4-Pc. Setting (PG Knife)●	49.00[2]	.....	.....	.....	.....	.....
5-Pc. Setting (PG Knife)▲	59.00[2]	.....	.....	.....	.....	.....
6-Pc. Setting (PG Knife)†	66.50[2]	.....	.....	.....	.....	.....
OTHER PLACE PIECES						
Bouillon Spoon	.....	.....	.....	.....	11.25	.....
Cocktail or Oyster Fork	8.00	8.25	8.25	8.50	9.00	9.75
Demitasse Spoon	5.50	6.00	6.00	6.00	6.00	6.00
Dessert or Oval Soup Spoon	13.25[5]	.....	.....	15.00[10]	15.75	15.75
Fish Fork, Ind., HH	14.25[1]	.....	.....	14.75[10]	15.00	15.50
Fish Knife, Ind., HH	14.25[1]	.....	.....	14.75[10]	15.00	15.50
Fruit Knife, HH	10.50[6]	.....	.....	10.75[10]	11.00	11.00
Grapefruit or Melon Spoon	11.25[3]	.....	.....	12.50[10]	13.00	.....
Hostess Knife (Spreader), HH	7.50	8.00	8.25	8.25	8.25	8.50
Ice Cream Fork	10.00[7]	.....	.....	11.00[10]	11.75	.....
Iced Beverage Spoon	10.00	10.50	11.00	11.25	11.75	13.00
Salt Spoon, Ind	3.25[1]	3.25	3.25[8]	3.25[9]	3.25	3.25
Sherbet Spoon	7.50[3]	.....	.....	.....	.....	.....
Soup Spoon, Round Bowl	15.00[3]	.....	.....	16.75[10]	17.50	.....
Steak Knife, Ind., HH	14.00[5]	14.25	14.50[8]	15.00[9]	15.00	15.50
Tea Knife, HH	9.25[5]	.....	.....	9.25[10]	9.50	9.50
Teaspoon, Small	7.00[5]	.....	.....	8.00[10]	8.25	9.50

*Teaspoon, Place Knife and Fork
●Teaspoon, Place Knife and Fork, Salad Fork
▲Teaspoon, Place Knife and Fork, Cream Soup or Place or Iced Beverage Spoon
†Teaspoon, Place Knife and Fork, Cream Soup or Place or Iced Beverage Spoon, Spreader

	Grand Colonial Meadow Rose Rose Point Shenandoah Stradivari	Debutante	Royal Rose Spanish Lace	Dawn Mist Evening Mist Royal Satin Sir Christopher	Grande Baroque	Romance of the Sea
SERVING PIECES						
Berry or Casserole Spoon	34.50[5]	35.75	36.50[8]	37.50[9]	39.00	43.25
Bonbon or Nut Spoon	10.75	12.00	12.00	12.50	12.50	13.00
Butter Serving Knife, HH	12.00	12.00	12.00	12.25	12.25	12.25
Cake Breaker, HH	17.25[5]	17.25	17.25[8]	17.50[9]	17.50	17.50
Cake Knife, 13", HH	20.75	21.25	21.25	21.75[9]	22.00	22.00
Cheese Serving Knife, HH	11.00	11.00	11.00	11.75[9]	12.00	12.00
Cold Meat or Buffet Fork	22.50	24.50	25.75	30.75	31.00	34.50
Cream or Sauce Ladle	13.00	14.25	14.50	14.75	15.00	15.00
Flat Server	26.25[5]	28.25	30.00[8]	32.50[9]	33.50	33.50
Gravy Ladle	21.75	23.25	24.50	28.25	29.50	29.50
Jam Spoon	7.50[3]	.....	.....	.....	.....	.....
Jelly Server	12.25[7]	13.00	13.00[8]	13.25[9]	13.25	.....
Lemon Fork	8.25	8.50	9.00	9.50	9.50	11.00
Olive/Pickle Fork or Butter Pick	8.25	8.50	9.00	9.50	9.50	11.00
Pie Server, Offset, HH	18.50	19.25	19.25	19.75	20.75	20.75
Salad or Serving Fork	34.50[5]	35.75	36.50[8]	37.50[9]	39.00	43.25
Salad or Serving Spoon	34.50[5]	35.75	36.50[8]	37.50[9]	39.00	43.25
Salad Set, Black Plastic, HH	24.50	26.00	26.50	28.00	28.50	28.50
Sugar Spoon	12.00	12.50	13.50	14.75	14.75	15.50
Sugar Tongs	14.75[5]	.....	.....	14.75[10]	14.75	14.75
Tablespoon	22.00	24.50	25.00	27.25	27.25	28.50
Tablespoon, Pierced	22.00	24.50	25.00	27.25	27.25	28.50
Wedding Cake Knife, 17", HH	27.00[1]	27.00	27.25[8]	27.50[9]	27.50	27.50
CARVING SETS						
Roast Set, 2 Pc., Guard, Gift Box	60.00[5]	60.00	62.00[8]	64.00[9]	66.00	66.00
Steak Set, 2 Pc., Guard	34.50	34.50	36.50	38.00	39.00	41.00
Steak Set, 2 Pc., Guard (PG)	37.00[2]	.....	.....	.....	.....	.....
JUVENILE						
Infant Feeding Spoon	7.50[5]	8.00	8.00[8]	8.00[12]	8.00	.....
Baby Set, 2 Pc., Gift Box	12.00[5]	12.50	13.00[8]	14.00[9]	14.50	.....
Baby Fork	6.00[5]	6.25	6.50[8]	7.00[9]	7.25	.....
Baby Spoon	6.00[5]	6.25	6.50[8]	7.00[9]	7.25	.....
Child's Set, 3-Pc.	25.50[5]	.....	.....	27.25[10]	28.50	30.00
Child's Fork	9.25[5]	.....	.....	10.00[10]	10.75	11.00
Child's Knife, HH	9.25[5]	.....	.....	9.25[10]	9.50	9.50
Child's Spoon	7.00[5]	.....	.....	8.00[10]	8.25	9.50
SPECIALTIES						
Bottle Opener, HH	11.25[5]	.....	.....	11.25[10]	11.25	11.25
Letter Opener, HH	11.25[1]	.....	.....	11.25[10]	11.25	11.25
Spoon Pin	3.25[1]	3.25	3.25[8]	3.25[9]	3.25	3.25

FOOTNOTES:

[1] Not available in Meadow Rose or Shenandoah
[2] Available only in Grand Colonial
[3] Available only in Rose Point
[4] Available only in Shenandoah
[5] Not available in Shenandoah
[6] Available only in Rose Point and Stradivari
[7] Available only in Grand Colonial and Rose Point
[8] Available only in Royal Rose
[9] Not available in Royal Satin
[10] Available only in Sir Christopher
[11] Not available in Sir Christopher
[12] Available only in Dawn Mist and Evening Mist

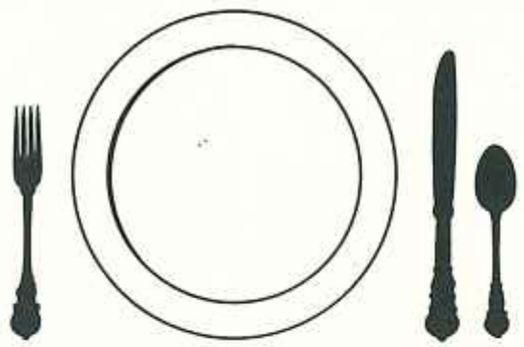
SYMBOLS FOR KNIFE HANDLES: HH—Hollow Handle FH—Flat Handle PG—Pistol Grip

Suggested Retail Prices effective July 15, 1967, subject to change without notice.

SET PRICES (with Place Knife and Fork)

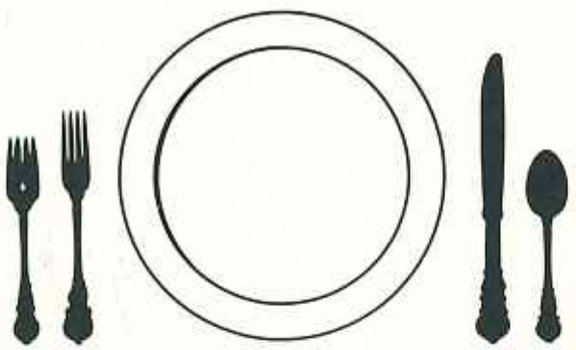
16-piece Service for 4●	$164.00	$174.00	$183.00	$186.00	$194.00	$208.00
32-piece Service for 8●	328.00	348.00	366.00	372.00	388.00	416.00
40-piece Service for 8▲	408.00	432.00	454.00	462.00	482.00	520.00
48-piece Service for 8†	468.00	496.00	520.00	528.00	548.00	588.00
60-piece Service for 12▲	612.00	648.00	681.00	693.00	723.00	780.00
72-piece Service for 12†	702.00	744.00	780.00	792.00	822.00	882.00

* 3-PIECE PLACE SETTING



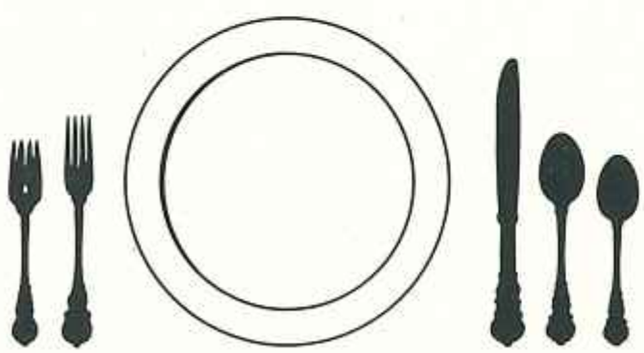
*Teaspoon, Place Knife and Fork

● 4-PIECE PLACE SETTING



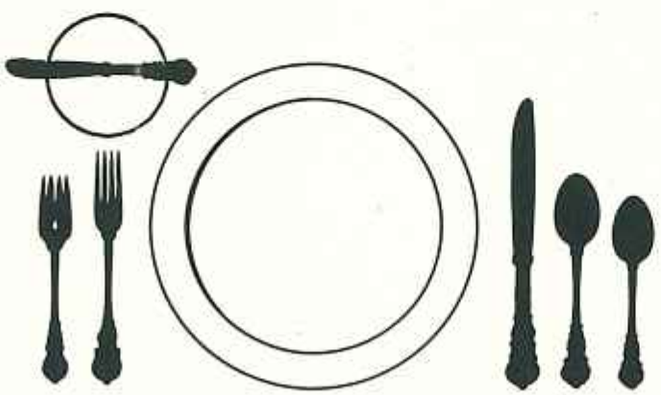
●Teaspoon, Place Knife and Fork, Salad Fork

▲ 5-PIECE PLACE SETTING



▲Teaspoon, Place Knife and Fork, Salad Fork, Cream Soup or Place or Iced Beverage Spoon

† 6-PIECE PLACE SETTING



†Teaspoon, Place Knife and Fork, Salad Fork, Cream Soup or Place or Iced Beverage Spoon, Spreader

MOST WANTED SERVING PIECES

Order of usual acquisition	Suggested Uses
1 Tablespoon—	vegetables, a la kings, berries
2 Sugar Spoon—	also bonbons, nuts, jams, sauces
3 Pierced Tablespoon—	vegetables, stewed fruits, salads
4 Gravy Ladle—	also sauces, soup, punch, chafing dish
5 Cold Meat/Buffet Fork—	sliced meats, cheese, tomatoes

Order of usual acquisition	Suggested Uses
6 Butter Serving Knife—	also cocktail dips and spreads
7 Pie Server—	pastries, meat loaf, gelatin mold
8 Olive/Pickle Fork—	garnishes, also a butter pick
9 Bonbon Spoon—	also nuts, jellies, marmalade
10 Lemon Fork—	also cocktail cherries, onions

To be an accomplished hostess from the start, you will need the basic serving pieces. Of these ten most popular, include as many as you can now. If there's a wedding in your future, you'll receive more from family and friends—serving pieces are ideal wedding presents, and later on a lovely tradition on anniversaries, birthdays, any gift occasion.

Brides-to-be: Be sure to list your preferences in our Bridal Registry.

Silver Swirl Wishing Star Soliloquy Still Mood My Love Penrose Waltz of Spring

REMEMBRANCE PATTERNS

Available quarterly. Your Wallace Dealer will gladly order the pieces you want and advise you of delivery dates. You pay no more for these ever-popular designs than for comparable patterns.

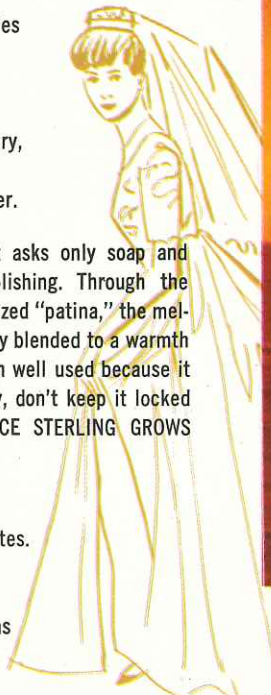
	Silver Swirl Wishing Star	Soliloquy Still Mood	My Love Penrose Waltz of Spring
PLACE SETTING PIECES			
Teaspoon	$ 8.00	$ 8.50	$ 9.25
Place Knife, HH	10.75	11.25	11.25
Place Fork	12.25	13.25	14.25
Place Knife (Large), HH	12.50	.....	13.50[1]
Place Fork (Large)	16.75	.....	19.00[1]
Salad or Pastry Fork	10.00	10.50	11.00
Place Spoon	.....	10.50	11.00[2]
Cream Soup Spoon	10.00	.....	11.00[1]
Spreader (Hostess Knife), HH	7.50	8.00	8.25
PLACE SETTINGS			
4-Pc. Setting●	41.00	43.50	45.75
5-Pc. Setting▲	51.00	54.00	56.75
6-Pc. Setting†	58.50	62.00	65.00
PLACE SETTINGS (Large)			
4-Pc. Setting●	47.25	.....	52.75[1]
5-Pc. Setting▲	57.25	.....	63.75[1]
6-Pc. Setting†	64.75	.....	72.00[1]
OTHER PLACE PIECES			
Cocktail or Oyster Fork	8.00	8.25	8.25
Demitasse Spoon	5.50	6.00	6.00
Dessert or Oval Soup Spoon	13.25	.....	14.50[1]
Hostess Knife (Spreader), HH	7.50	8.00	8.25
Iced Beverage Spoon	10.00	10.50	11.00
SERVING PIECES			
Butter Serving Knife, HH	12.00	12.00	12.00
Cheese Serving Knife, HH	11.00	11.00	11.00
Cold Meat or Buffet Fork	22.50	24.50	25.75
Cream or Sauce Ladle	13.00	14.25	14.50
Gravy Ladle	21.75	23.25	24.50
Olive/Pickle Fork or Butter Pick	8.25	8.50	9.00
Pie Server, Offset, HH	18.50	19.25	19.25
Salad or Serving Fork	34.50	35.75	37.00
Salad or Serving Spoon	34.50	35.75	37.00
Sugar Spoon	12.00	12.50	13.50
Tablespoon	22.00	24.50	25.00
Tablespoon, Pierced	22.00	24.50	25.00
CARVING SET			
Steak Set, 2 Pc., Guard	34.50	34.50	36.50

[1] Available only in Waltz of Spring [2] Not available in Waltz of Spring

Living with Sterling

Start with sterling, and you will never need any other flatware. There is no substitute. Sterling is unique in combining supreme beauty with complete utility to fulfill a double role few things can rival. And sterling is always in good taste, correct for the most casual dining, the accepted standard for formal entertaining.

Long after temporary necessities are obsolete or replaced, your sterling will be more beautiful than the day you picked your pattern. It is the practical luxury, and a tradition to pass on to your daughter, and her daughter.

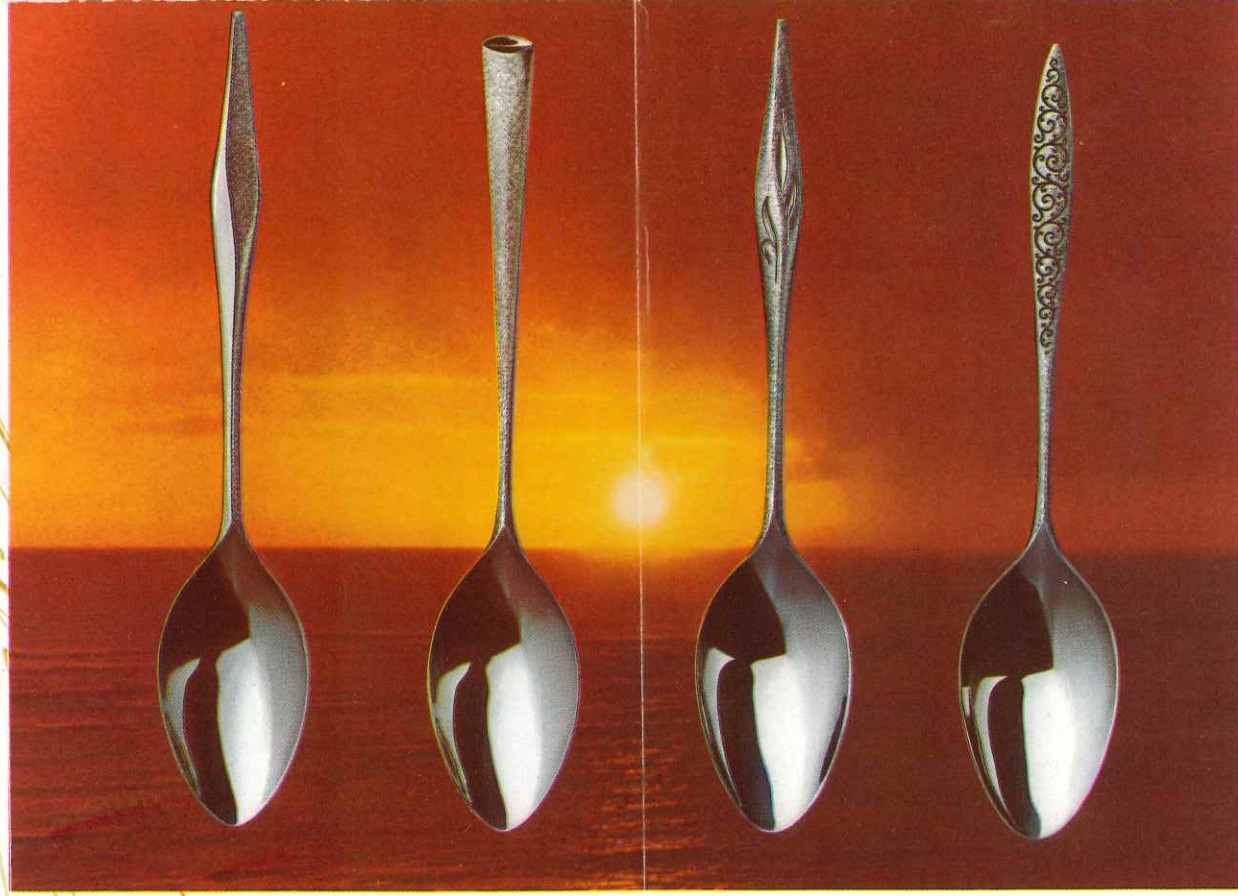


Enjoy your sterling daily, and it asks only soap and water care, with occasional polishing. Through the years it will develop the highly prized "patina," the mellowed effect of tiny lines gradually blended to a warmth that shows your sterling has been well used because it is well loved. That is why we say, don't keep it locked up in a lonely drawer: WALLACE STERLING GROWS MORE BEAUTIFUL WITH USE.

Here is—America in sterling.
Representing all American tastes.
As varied as then and now,
near and far and in between.
These are patterns America has
taken to its heart, to enhance
the busy life, to see dreams
grow by, to treasure. One is for
you. Which will you choose?

The Bride's Parents'
traditional gift...
her silver service

10-1-1967



Evening Mist | Royal Satin | Dawn Mist | Spanish Lace

THE WALLACE HAND-TEXTURED FIRENZE® COLLECTION

At the height of the Renaissance, Florence, Italy became famous for works of art in precious metals hand-textured to a glowing beauty. Masterpieces created then by geniuses like Benvenuto Cellini are today's museum pieces, renowned and admired for the Florentine finish. Now Wallace has created Firenze, their own exquisite hand-textured finish on sterling. Every piece is patiently, lovingly crafted by a 20th Century artisan to bring living art to your table.

*Firenze (Fee-ren'tzay) City of Florence, Italy

Whether you are a bride-to-be or an established homemaker, there's no need to wait and wish for your sterling. Let us help you select a service that suits the life you plan to lead. Then you can buy on our convenient payment plan.

Choose Today
Use Tonight

Only pennies a week per place setting—while you enjoy your precious sterling. Today, decide that at your very next meal you will dine with glamorous

Wallace Sterling

Wallace Silversmiths, Wallingford, Connecticut

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